

Advertising with NZOHS

25/09/2025 Rev 002

Promote your organisation to New Zealand's occupational hygiene and work-related health community.

About NZOHS

The New Zealand Occupational Hygiene Society (NZOHS) is the peak professional body for occupational hygienists. Our purpose is to advance the profession of occupational hygiene, supporting high standards, professional development, and collaboration to protect and promote worker health and wellbeing across New Zealand.

Through our channels, you can reach:

- Over **1,600** LinkedIn followers (local and international)
- Over **160** NZOHS members (occupational hygienists, H&S professionals, academics, regulators, and consultants)

In the last 12 months (Sep 2024 – Sep 2025), NZOHS LinkedIn content has achieved:

- **48,000+** impressions
- **800+** reactions
- **40+** reposts

In the same period, our e-News achieved:

- **60%** average e-News open rate (well above industry average of 21-26%)
- **13%** click rate (well above industry average of 2-3.5%)
- **22%** click to open rate (well above industry average of 10-11%)

This demonstrates both the size and engagement of our professional community.

Advertising Options & Costs

1. NZOHS E-News Campaign – \$250 + GST

- Two dedicated advertisements in an upcoming NZOHS e-Newsletter – one at the start of the campaign and one 2 weeks after to reinforce your message.
- Reach our subscriber base of **over 170** professionals.
- Format: logo, image, and up to 150 words (or fit as many words as you want in an image).

2. LinkedIn Sponsored Campaign – \$600 + GST

- Two dedicated LinkedIn posts from the official NZOHS account – one at the start of the campaign and one 2 weeks after to maximise visibility.
- Visible to **1,600+** followers, plus potential extended reach through likes and shares.
- Format: image and/or logo, and up to 500 words (or fit as many words as you want in an image).

3. Combined Campaign (Best Value) – \$750 + GST

- Includes both e-News Campaign + LinkedIn Sponsored Campaign.
- Ensures coverage across both our direct membership and wider professional networks.
- Save \$100 compared to booking separately.

Specifications

- Booking Deadline: 1 week before campaign start.
- Artwork & Copy Requirements:
 - JPG or PNG files (10MB max per file; max of 2 files)
 - Maximum word count: 3,000 characters (approximately 500 words)
 - All artwork & copy to be received before the campaign starts.
- Payment Terms: Invoiced on booking. Payment must be made before the campaign starts.
- Editorial Approval: NZOHS Council reserves the right to make final decisions regarding an advertising campaign proceeding, e.g. if there is a direct conflict of interest with NZOHS activities.

Why Advertise with NZOHS?

- ✓ Niche & Targeted Audience – direct reach to professionals who work in the field of occupational hygiene.
- ✓ High Engagement – proven by 48,000+ impressions, 800+ reactions, and 40 reposts on LinkedIn in the past year.
- ✓ Credibility & Trust – NZOHS is recognised as the voice of occupational hygiene in New Zealand.
- ✓ Multi-Channel Reach – engage both directly (members) and indirectly (LinkedIn professional networks).
- ✓ Flexibility – promote recruitment, training, products, services, or industry events.

How to Book

Booking is simple:

1. Choose your advertising option.
2. Provide copy, logo, and image(s).
3. Confirm preferred timing (subject to availability).

 Contact: admin@nzohs.org.nz

 Website: <https://nzohs.org.nz/>